



FACT SHEET ON MASS MAILINGS

Amendments to the City's Election Campaign Control Ordinance, effective on October 7, 2004, include new City laws regarding mass mailings sent to support or oppose a City candidate or ballot measure. This fact sheet is designed to help candidates and committees gain a better understanding of these new laws, but should not be considered a substitute for the actual statute (San Diego Municipal Code section 27.2970).

- Mass mailings mean more than 200 substantially similar pieces of campaign literature sent within a single calendar month.
- The candidate or committee that pays for the largest portion of the cost of a mass mailing (the "sender") must have its name, street address, and city appear on the outside of each piece of mail in the mailing.
- In addition, each piece of mail in a mass mailing must also include the words "paid for by" immediately followed by the name, street address, and city of each candidate or committee that paid for the mailing.
- If a single candidate or committee pays for the mailing, the "paid for by" disclosure may be combined with the disclosure on the outside of the mailer, or may be made separately in another location on the mailer.
- If two committees pool resources for the mass mailing, then the information for both committees must be included in the "paid for by" disclosure. (Note that candidate-controlled committees may not pool resources with other committees.)
- If a mass mailing includes the "paid for by" disclosure, it is not necessary to also indicate that the mailing was "not authorized by" a candidate or committee.
- A committee may not send a mass mailing at the behest of a candidate or candidate-controlled

committee. (Such a mailing would be an in-kind contribution; local law prohibits contributions to candidates from committees and other types of organizations.)

- The typeface for each required disclosure must be easily legible, in a color that contrasts with the background, and in at least 12 points type size.
- A post office box may be used in lieu of a street address if the candidate's or committee's address is a matter of public record with the Secretary of State.
- If the sender of a mass mailing is a candidate-controlled committee, the name of the candidate must be included in the required disclosures.
- The Ethics Commission does not regulate the content of mass mailings (i.e., it has no control over false or misleading information in a mass mailing).

For additional information, please contact the Ethics Commission at (619) 533-3476.